



August 30, 2016

VIA ELECTRONIC FILING

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

**Re: Ex Parte Presentation, Improving Wireless Emergency Alerts and
Community-Initiated Alerting, PS Docket No. 15-91**

On August 26, 2016, representatives of CTIA and member companies met with staff from the FCC's Public Safety and Homeland Security Bureau to discuss further enhancements to the Wireless Emergency Alert ("WEA") service in the above-referenced proceeding.

During the meeting, CTIA emphasized that the WEA service represents a hugely successful Public-Private Partnership and wireless providers have diligently worked to develop and deploy the voluntary, four year old WEA service. In doing so, wireless providers have sought to ensure that alert originators and the ultimate beneficiaries, wireless subscribers, may respectively compose and receive meaningful emergency information in a timely manner.

The meeting participants discussed a number of specific issues raised in the Commission's pending WEA NPRM. These issues included: (1) increasing the length of WEA messages to 360 characters for capable wireless handsets; (2) allowing alert originators to use the WEA system to send "Public Safety Messages" when such information provides instructions to the public directing them to take steps to preserve life and property; (3) including embedded references in AMBER Alert WEA messages; (4) transmitting WEA messages in Spanish; (5) permitting wireless providers to offer more granular geo-targeting of alerts; (6) enabling alert originators to test the WEA system on a localized basis; (7) logging and retaining test messages transmitted by providers; (8) display of WEA messages on user devices upon receipt where technically feasible; and (9) permitting use of WEA tones for promoting awareness and education in public service announcements.



Pursuant to Section 1.1206 of the Commission's rules, a copy of this letter is being filed in ECFS and emailed to the Commission participants. Please do not hesitate to contact the undersigned with any questions.

Sincerely,

/s/ Brian M. Josef

Assistant Vice President, Regulatory Affairs
CTIA®



August 26, 2016 Meeting Participants

Federal Communications Commission – Public Safety & Homeland Security Bureau

Admiral David Simpson

Nicole McGinniss

James Wiley

Michael Connelly

Rasoul Safavian

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Brian Josef, Assistant Vice President, Regulatory Affairs

Matthew Gerst, Director, Regulatory Affairs

CTIA Member Companies

Joe Marx, AT&T

Brian Daly, AT&T *

Jamie (Mike) Tan, AT&T *

William Roughton, AT&T *

Peter Musgrove, AT&T *

Farokh Kathibi, Qualcomm *

Ray Rothermel, Sprint

Brad Gaunt, Sprint *

Greg Schumacher, Sprint *

Eric Hagerson, T-Mobile

Shellie Blakeney, T-Mobile

Tim Dunn, T-Mobile *

Robert Morse, Verizon

Larry Rybar, Verizon *

Xiaomei Wang, Verizon *

* Joined via telephone